

SELLING points

June 2012 Vol. 12, No. 12

MONTHLY RETAILER NEWSLETTER

ASK FOR THE SALE

WAYS TO ASK FOR THE SALE

STRAIGHT FORWARD

Did you get your lottery ticket today?



INFORMATIVE

The Mega Millions® jackpot is over \$100 million. Would you like to take a ticket home?



MAKE A SUGGESTION

Want to try the new Muscle Car Money™ ticket? The game has a second-chance promotion to win a muscle car.

PROMOTE WINNERS

We had a big lottery winner on this ticket the other day. Do you want to try your luck?



Dear Lottery Retailers:

Have you ever tried to get into the habit of doing something new? We contemplate forming new habits all the time – beginning to exercise, keeping a journal, eating more vegetables, flossing our teeth, etc.

It’s not always easy is it? We can find many helpful suggestions in magazines and on the Internet such as making a plan, getting positive feedback, and rewarding ourselves when we remember to do our new activity for a week.

Perhaps the end result of our new habit can be the sole motivator for forming it in the first place. How about increasing your income?

As retailers, you likely recognize that lottery tickets are frequently impulse buys. Often potential players become ticket purchasers when they are simply asked if they would like to buy a ticket! “Asking for the Sale” is one of the best methods available to convert a player of casual interest into an enthusiastic and regular player.

I am sure you’re all in the habit of smiling, greeting, thanking and wishing your customers a good day. Simply getting into the habit of asking those customers if they would like to add a lottery ticket to their purchase, while perhaps calling their attention to a new game or a jackpot amount, can substantially add to your sales commissions as well as increase transfers to the Education Lottery Fund. I believe you will be amazed at the effect of this new practice!

This summer offers a grand opportunity to introduce your potential players to our new games and promotions. We have much to offer, and more to gain, by “Asking for the Sale!”

I thank you for all you do and I wish you happy summer sales!



All my best,
Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155
Ad Space: 1-803-737-2456 (8:30 a.m. to 5 p.m.)

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



Jimmy's Pitt Stop SUCCESS STORY

By Michael Coleman, Midlands MSR

Jimmy's Pitt Stop, of **St. Matthews**, defines what the South Carolina Education Lottery is all about. One of the first licensed retailers in the state, the staff at Jimmy's takes absolute pride in providing excellent customer service, getting to know their customers, and making sure everyone is knowledgeable about upcoming games.

In the retail environment, it's rare to have a store where everyone knows your name, but at Jimmy's no one's a stranger.

Frances Emmanuel and the staff at Jimmy's Pitt Stop have been an asset to the Lottery over the past 10 years. They consistently post winners and make sure that customers not only know about new games but comprehend all the games. Staff members always wear a smile on their faces.

When asked what makes them such a successful store, the answer is that they treat every customer like family and always thank them for coming in. For the past 10 years, Jimmy's Pitt Stop has been a beacon of light in Calhoun County. They continue to reinforce the belief that South Carolina has the best retailers in the country!



Hiram Taylor, Al Moore, Sarika Patel, and Anne Brennan celebrate a promotion at **Kens Corner 3** in **Florence** in 2011.



In 2011, Sara Henderson of **Kangaroo Express #3403** in **Spartanburg** sold a \$100,000 winning ticket.



Sam Patel at **Sams Corner** in **Spartanburg** had a \$200,000 lottery winner in 2011.

WAYS TO ASK FOR THE SALE

By Holli Armstrong, Copywriter

You may not know it at the time, but asking a customer if they would like to buy a lottery ticket can have big implications – for you and the player. Here are some real life scenarios of when taking a clerk's recommendation has proven auspicious.

The clerk working the afternoon shift at the **Spinx Company #134** on Fairview Road in **Simpsonville** probably doesn't remember the lady that handed her \$5 and asked for two Mega Millions® tickets hours before the record-setting jackpot drawing.

There was a line of customers waiting to play, but the clerk took the time to ask, "Don't you want to get five tickets instead of two?" The customer did, and the next day realized one set of numbers printed on the slip of paper was worth \$250,000.

"I'm pleased as punch," the winner said.

Then there was J.R. Huey, a clerk at the **Oasis One Stop #2** at 1950 N. Main St. in **Summerville**, who recommended a scratch-off ticket to a customer.

His recommendation proved lucrative.

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MAKE A SUGGESTION

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The \$10 ticket Huey suggested won the Summerville man \$200,000.

"He actually wasn't even going to buy it," said Huey. "I had the same face as him, shocked, when he won."

Danny at **The Market Place** at 201 W. Carolina Ave. in **Hartsville** probably sported the same expression when one of his regular players, a man from Latta who bought Powerball® tickets every week, finally won.

For 10 years, the customer played the birth dates of his mother, brother, daughter, grandmother and his own, until finally the numbers were drawn to win \$2 million. He told his wife first and Danny second. The winner's quitting his job, but planning to keep playing his numbers at The Market Place.

The staff at **Food Mart #1** at 1127 Savannah Hwy. in **Charleston** has no way of knowing how many lottery players spotted the "#1 Lottery Retailer in the State of South Carolina" signs outside the store and decided to come inside and play. Nor do they know how many became winners.

A woman visiting her daughter was filling up at the station when the signs lured her in to buy a ticket.

"The signs are true," she declared, having bought a ticket to win \$200,000.

Without your voice, customer service, and marketing savvy, these players and countless others might not be lottery winners today.

Let the secret of these stores' success, asking for the sale, become a part of your store's success. Your store receives a retailer commission when a \$10,000+ winner comes forward, not to mention seeing an increase in lottery sales after word gets out a winning ticket was sold. Every ticket you sell earns your store a 7 percent commission. All you have to do is ASK a customer to try a lottery ticket.

Asking customers you have known a while is a great place to start. Make it easy on a first time player by suggesting a ticket.

Give it a try. Bottom line: ASKING FOR THE SALE makes everyone a winner.



C Mart Lexington

With cash in hand, this C Mart customer may be interested in a lottery ticket. ASK FOR THE SALE with a smile!



Gas Express Columbia

This retailer ASKS FOR THE SALE without saying a word. The sign does the trick for them. Consider promoting the Lottery on your outdoor advertising.



Imperial Tobacco & Candy Ridgeland

This nifty sign is not only informative but reminds players this retailer sells lottery tickets. This sign is a great conversation starter. Get creative and make your own lottery signs to help make ASKING FOR THE SALE easier.



Piedmont Petro Corner Mart #47 Greenville

Marcie added these winner notes to the monitor and lottery sales increased. The notes say more than words.

Have You Played Today?

SIGN SAYS IT

Did you notice our sign? We sold a \$200,000 winning lottery ticket!



SPARE CHANGE

Do you want to try a \$1 lottery ticket with your dollar change?

PROMOTE WINNERS

We had a big lottery winner on this ticket the other day. Do you want to try your luck?



GO FOR THE BUNDLE

Want a Powerball® ticket to go with your drink and chips? The jackpot's over \$100 million.

PLAY ON LOYALTY

You buy Powerball® from me, but I want to tell you the Mega Millions® jackpot is higher.



SELLING POINT

Do NOT sell instant tickets after the last day to sell. Pull all ticket inventory from your dispensers after the last day to sell.

Jeep® Final Drawing Winners

By Leila Getman, Product Specialist

Congratulations to the final Jeep® Second-Chance Promotion winners!

The final drawing was held March 23, 2012, with Georgianna Rosendary of North Charleston being the lucky winner of the \$100,000 Final Grand Prize and Shelly Kammert of Myrtle Beach taking home the adventure of a 2012 Jeep® Wrangler Unlimited Rubicon Vehicle.

Over 200,000 entries were received throughout the promotion, with 850 second-chance winners receiving Jeep® prize packs from the previous two drawings.

We want to thank you all for the excitement you helped generate in the Jeep® instant ticket second-chance promotion. It was a success because of your support! Keep that excitement rolling!



Holiday Closings

July:
Wednesday, July 4, 2012: SCEL offices will be closed to observe the July Fourth Holiday. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Wednesday, July 4, 2012. Tickets must be ordered by 5:00 p.m. on Monday, July 2, 2012, for delivery on Tuesday, July 3, 2012. Tickets ordered by 5:00 p.m. on Tuesday, July 3, 2012, will be delivered on Thursday, July 5, 2012. Drawings will be held as scheduled.



MUSCLE CAR MONEY™

Support the Muscle Car Money™ Second-Chance Promotion

By ViVi Simons, Publications Manager

Registering an entry in a second-chance promotion either by mail or via the Internet presents an opportunity for the holder of a non-winning ticket to become a winner. Your regular lottery players are interested in the special features and extra value a second-chance promotion provides. As the summer months see many visitors vacationing in South Carolina, please take the time to explain the details of the Muscle Car Money™ Second-Chance Promotion to any tourists who visit your store. After hours in a blistering car surrounded by hot and cranky family members, the appeal of a Muscle Car will be strong!

The first of three drawings will be held in July. Over the duration of the promotion, five (5) second-chance entrants will be drawn and given the choice of one of the following four vehicles:

- Ford Mustang GT Convertible or Coupe
 - Dodge Challenger R/T Classic
 - Dodge Charger R/T Road and Track
 - Chevrolet® Camaro® 2LT Convertible or Coupe
- The third and final drawing will also draw a \$100,000 Grand Prize Winner.

PRIZES & DATES TO KNOW:

ENTRIES MUST BE RECEIVED FOR EACH DRAWING BY THE DATE LISTED BELOW.

	ENTRY DEADLINE	DRAW DATE	PRIZES
DRAWING 1	FRIDAY, JULY 13, 2012	FRIDAY, JULY 20, 2012	TWO MUSCLE CAR VEHICLES
DRAWING 2	FRIDAY, AUG. 10, 2012	FRIDAY, AUG. 17, 2012	TWO MUSCLE CAR VEHICLES
DRAWING 3	THE FINAL DRAWING WILL BE CONDUCTED NO SOONER THAN THIRTY (30) DAYS AFTER THE LAST DAY TO SELL MUSCLE CAR MONEY™ INSTANT TICKETS. DRAWING 3 WILL SELECT ONE (1) MUSCLE CAR WINNER AND ONE (1) \$100,000 WINNER.		ONE MUSCLE CAR VEHICLE \$100,000

The South Carolina Education Lottery will be holding a Mystery Shopper Retailer Incentive Program during the months of July, August, and September to support the Muscle Car Money™ Promotion. In June, SCEL's Marketing and Sales Representatives (MSRs) will bring flyers to your store explaining the criteria for the incentive program. Check the July issue of *Selling Points* for additional information.



\$1,500
Fantastic 5's
Mary Sullivan – Tallahassee, FL
Purchased from
Hess Mart #40207 – Summerville



\$560
Palmetto Cash 5
Ernest McWhite – Florence
Purchased from
Corner Stop 58 – Clinton



\$10,000
Junior Jumbo Bucks
Brenda Buchanan – Anderson
Purchased from Publix
Super Market #360 – Anderson



\$575
Triple Wild Winner
Fredrick Gambrell – Columbia
Purchased from Beltline
One Love – Columbia



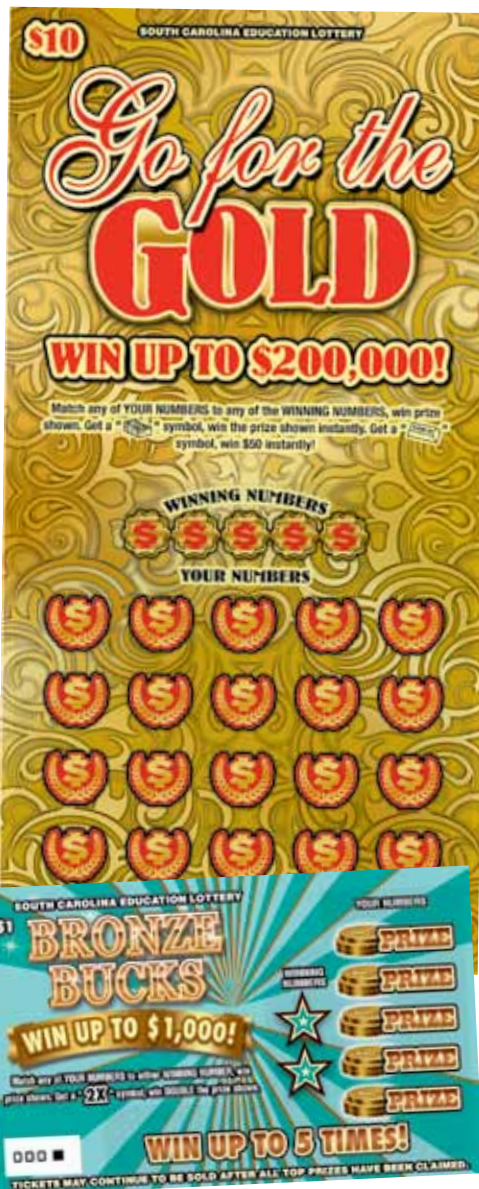
\$3,100
Pick 4
Latoya Greene – Andrews
Purchased from
H & S Shoppe – Andrews



\$700
Cold Hard Cash
Nicklous Ready – Warrenville
Purchased from 3 Way
Food Mart 6 – Warrenville

UPCOMING games

The following games are scheduled to launch Tuesday, June 12:



Launch dates and tickets are subject to change as necessary.
Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Friday, June 1: Last day to return Big Money (#499) and Gifts of Green (#503).

Tuesday, June 5: Last day to redeem Junior Jumbo Bucks (#429).

Wednesday, June 6: Last day to sell Weekly Bonus (#464).

Friday, June 8: Last day to return Cold Hard Cash (#504).

Wednesday, June 13: Last day to sell Bingo Night (#512).

Friday, June 15: Last day to return Neon 9's (#479).

Tuesday, June 19: Last day to redeem Royal Riches (#488) and Blue Sapphire Bucks (#439).

Friday, June 22: Last day to return 6 Times the Money (#435).

Wednesday, June 27: Last day to sell Triple the Money (#521).

ENDING games*

Please start selling down the following:

SC-464 Weekly Bonus

Last day to sell:
Wednesday, June 6, 2012

Last day to return:
Friday, July 6, 2012

Last day to redeem:
Tuesday, September 4, 2012

SC-512 Bingo Night

Last day to sell:
Wednesday, June 13, 2012

Last day to return:
Friday, July 13, 2012

Last day to redeem:
Tuesday, September 11, 2012

SC-521 Triple the Money

Last day to sell:
Wednesday, June 27, 2012

Last day to return:
Friday, July 27, 2012

Last day to redeem:
Tuesday, September 25, 2012

* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Ending game dates are current as of Monday, April 30, 2012.